

## **Abstract**

My following thesis introduces the home care segment and points to its present and future role in the field of health and social care. The aim of this thesis is to create a proposal of a business plan for home care agency, which would provide patients with health care in their home.

The first part of this thesis describes the theoretical basis this thesis is based on. It introduces a concept of strategic management including a description of a strategic analysis, the structure of a business plan and there are also described aspects contemplated at the opening of the business. The theoretical part also includes detailed introduction of the home care segment including its development and history.

The practical part starts with research and analytical chapters. These chapters describe the survey executed among general practitioners and a complete strategic analysis, whose results are summarized in the SWOT analysis. The business plan for the home care agency is based on these findings.

In conclusion, I assess whether it would be possible to implement this business plan and I estimate the company's prospects. I also propose a number of recommendations that should contribute to the success of this agency.

**Keywords:** business plan, home care, health care, long-term care, strategic analysis